FILTERS

market	India
region	All
division	All

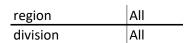




Customer	2019	2020	2021	21 vs 20
Amazon	\$4.6M	\$9.8M	\$23.0M	234. 89%
Atliq e Store	\$1.6M	\$3.5M	\$8.7M	249.11%
AtliQ Exclusive	\$3.4M	\$4.7M	\$18.4M	392.62%
Croma	\$1.7M	\$2.5M	\$7.5M	305.11%
Ebay	\$1.7M	\$3.6M	\$8.5M	235.86%
Electricalslytical	\$1.6M	\$2.0M	\$8.4M	431.14%
Electricalsocity	\$1.8M	\$2.3M	\$9.4M	415.09%
Expression	\$1.5M	\$2.2M	\$8.8M	391.25%
Ezone	\$1.5M	\$2.0M	\$7.9M	391.62%
Flipkart	\$1.9M	\$4.3M	\$9.9M	231.82%
Girias	\$1.5M	\$2.1M	\$8.7M	419.29%
Lotus	\$1.5M	\$2.1M	\$8.1M	382.61%
Propel	\$1.6M	\$2.2M	\$9.1M	413.72%
Reliance Digital	\$1.6M	\$2.2M	\$8.5M	387.19%
Vijay Sales	\$1.7M	\$2.1M	\$8.5M	397.78%
Viveks	\$1.6M	\$2.2M	\$7.8M	348.10%
Grand Total	\$30.8M	\$49.8M	\$161.3M	324.02%

FILTERS

Market Performance vs target



Country	2019	21 vs 20	2020	2021	2021 - target	2021 - target %
Australia	\$3.9M	196.22%	\$10.7M	\$21.0M	-\$2.2M	-10.5%
Austria		2401.31%	\$0.1M	\$2.8M	-\$0.3M	-11.7%
Bangladesh	\$0.5M	307.70%	\$2.3M	\$7.0M	-\$0.7M	-10.3%
Canada	\$4.8M	288.06%	\$12.2M	\$35.1M	-\$5.1M	-14.5%
China	\$1.4M	421.98%	\$5.4M	\$22.9M	-\$2.1M	-9.0%
France	\$4.0M	347.23%	\$7.5M	\$25.9M	-\$2.2M	-8.4%
Germany	\$2.6M	256.22%	\$4.7M	\$12.0M	-\$1.5M	-12.7%
India	\$30.8M	324.02%	\$49.8M	\$161.3M	-\$9.6M	- 5.9%
Indonesia	\$2.5M	296.69%	\$6.2M	\$18.4M	-\$2.4M	-12.9%
Italy	\$2.9M	262.53%	\$4.5M	\$11.7M	-\$1.0M	-9.0%
Japan		421.11%	\$1.9M	\$7.9M	-\$0.3M	-4 <mark>.1%</mark>
Netherlands	\$0.2M	237.91%	\$3.4M	\$8.0M	-\$0.7M	-8.2%
Newzealand		574.29%	\$2.0M	\$11.4M	-\$1.4M	-12.3%
Norway		551.83%	\$2.5M	\$13.7M	-\$1.4M	-10.5%
Pakistan	\$0.6M	120.51%	\$4.7M	\$5.7M	-\$0.5M	-9.3%
Philiphines	\$5.7M	238.36%	\$13.4M	\$31.9M	-\$2.5M	-7.8%
Poland	\$0.4M	185.81%	\$2.8M	\$5.2M	-\$0.9M	-18.1%
Portugal	\$0.7M	329.81%	\$3.6M	\$11.8M	-\$0.5M	-4 <mark>.3%</mark>
South Korea	\$12.8M	283.31%	\$17.3M	\$49.0M	-\$4.4M	-8.9%
Spain		711.42%	\$1.8M	\$12.6M	-\$1.8M	-14.1%
Sweden	\$0.1M	781.92%	\$0.2M	\$1.8M	-\$0.2M	-11.1%
United Kingdom	\$2.0M	422.73%	\$8.1M	\$34.2M	-\$3.0M	-8.7%
USA	\$11.5M	274.99%	\$31.9M	\$87.8M	-\$10.2M	-11.7%
Grand Total	\$87.5M	304.48%	\$196.7M	\$598.9M	-\$54.9M	-9.2%



FILTERS

region	All
division	All
customer_code	All



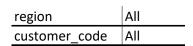
Country	2020	2021	21 vs 20
AQ Mx NB	\$0.0M	\$1.4M	5723.52%
AQ Smash 2	\$0.4M	\$11.2M	25 <mark>89.49%</mark>
AQ LION x3	\$0.1M	\$1.2M	1 792.25%
AQ LION x2	\$0.1M	\$0.9M	1768.87%
AQ LION x1	\$0.0M	\$0.8M	1 719.49%
AQ Home Allin1	\$0.7M	\$5.2M	768.99%
AQ Electron 4 3600 Desktop Processor	\$3.0M	\$19.4M	641.26%
AQ Pen Drive DRC	\$0.6M	\$3.8M	587.66%
AQ GT 21	\$0.8M	\$4.4M	561.14%
AQ Zion Saga	\$0.7M	\$3.6M	528.55%

Top

10 products

FILTERS





Country	2020	2021	21 vs 20
N & S	\$51.4M	\$94.7M	184.38%
P & A	\$105.2M	\$338.4M	321.53%
PC	\$40.1M	\$165.8M	413.70%



FILTERS

region	All
customer	All
division	All

Product	Sum of Qty
AQ Gamers	3.4M
AQ Gamers Ms	4.0M
AQ Master wired x1 Ms	4.2M
AQ Master wireless x1	3.4M
AQ Master wireless x1 Ms	4.1M

Top 5 products



FILTERS

customer	All
region	All
division	All

Row Labels	Sum of Qty
AQ Gamer 1	52K
AQ GEN Z	63K
AQ Home Allin1	15K
AQ HOME Allin1 Gen 2	9K
AQ Smash 2	36K
Grand Total	175K

Bottom 5 products

FILTERS





region	All	•
customer_code	All	
Country	2021	21 vs 20
AQ Wi Power Dx3	\$17.2M	
AQ Qwerty	\$22.0M	
AQ MB Lito	\$2.8M	
AQ Electron 3 3600 Desktop Processor	\$14.2M	
AQ Trigger	\$20.7M	
AQ Gen Y	\$19.5M	
AQ Maxima Ms	\$13.7M	
AQ GEN Z	\$11.7M	
AQ MB Lito 2	\$2.3M	
AQ HOME Allin1 Gen 2	\$3.5M	
AQ Qwerty Ms	\$15.4M	
AQ Lumina Ms	\$4.2M	
AQ Trigger Ms	\$17.9M	
AQ Marquee P3	\$4.9M	
AQ Clx3	\$4.4M	
AQ Marquee P4	\$1.7M	

FILTERS





region	All
customer_code	All
Country	2021
Canada	\$35.1M
India	\$161.3M
South Korea	\$49.0M
United Kingdom	\$34.2M
USA	\$87.8M

FILTERS

division All P&L market All By fiscal year customer All Note: 21 vs 20



Note: 21 vs 20 is not part of Pivot table All values in USD

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Values	2019	2020	2021	21 vs 20
NetSales	87.5M	196.7M		204.5%
COGS	51.2M	123.4M	380.7M	208.6%
Gross margin	36.2M	73.3M	218.2M	197.6%
GM %	41.43%	37.28%	36.43%	-2.3%



FILTERS

division All All region market All customer All FY

By fiscal year All values in USD

Note: Do not modify the pivot table

Quarters

2019

	Q1			Q2			Q3			Q4			Grand Total
Values	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
NetSales	6.5N	8.0M	10.7M	11.4M	6.5M	6.1M	6.4M	6.3M	6.5M	6.2M	6.5M	6.3M	87.5M
COGS	3.8N	4.7M	6.3M	6.7M	3.9M	3.5M	3.8M	3.7M	3.8M	3.6M	3.8M	3.7M	51.2M
Gross margin	2.6N	3.4M	4.5M	4.7M	2.7M	2.6M	2.7M	2.6M	2.6M	2.6M	2.7M	2.6M	36.2M
GM %	40.87%	41.97%	41.49%	41.39%	40.87%	41.94%	41.45%	41.39%	40.79%	42.00%	41.48%	41.39%	41.43%

division ΑII region All market All customer All

FY

By fiscal year All values in USD

Quarters

2020

	-,													
	Q1				Q2			Q3			Q4			Grand Total
Values	Sep		Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
NetSales		17.1M	20.6M	28.7M	29.9M	17.1M	15.9M	2.1M	7.8M	9.9M	14.9M	16.1M	16.5M	196.7M
COGS		10.6M	12.8M	18.1M	18.9M	10.7M	9.9M	1.3M	4.8M	6.2M	9.3M	10.2M	10.5M	123.4M
Gross margin		6.5M	7.8M	10.6M	11.0M	6.5M	6.0M	0.8M	2.9M	3.7M	5.5M	5.9M	6.1M	73.3M
GM %		37.77%	37.78%	37.04%	36.81%	37.75%	37.74%	36.68%	37.73%	37.49%	37.27%	36.68%	36.79%	37.28%

division All region All All market customer All

P & L By fiscal year

All values in USD

2021

	Quarters												
	Q1	Q2			Q3			Q4				Grand Total	
Values	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	
NetSales	44.81	л 54.6M	74.3M	78.1M	44.8M	41.8M	44.0M	43.5M	44.4M	41.5M	44.0M	43.0M	598.9M
COGS	28.41	л 34.7M	47.4M	49.8M	28.4M	26.5M	28.0M	27.7M	28.1M	26.4M	28.0M	27.4M	380.7M
Gross margin	16.4	л 19.9M	27.0M	28.3M	16.4M	15.3M	16.0M	15.8M	16.3M	15.1M	16.0M	15.6M	218.2M
GM %	36.65	4 36 52%	36 20%	36 26%	36 68%	36 53%	36 37%	36 33%	36 63%	36.45%	36 37%	36 26%	36 /13%

Net Sales

Comparision
 162.06%
 164.68%
 159.10%
 161.05%
 161.40%
 162.49%
 1981.59%
 461.21%
 347.02%
 178.64%
 173.93%
 160.31%
 204.48%

 164.63%
 156.58%
 167.27%
 161.45%
 162.75%
 162.02%
 -67.07%
 22.73%
 53.05%
 140.65%
 148.00%
 162.03%
 124.8%
 21 vs 20 20 vs 19